



10 Rules for Distance Learning



Sarah Ward, ALTER, Inc.

with

Godfrey Parkin, MindRise,
Inc.

1 2 3 4 5 6 7 8 9 10

10 Rules for Distance Learning

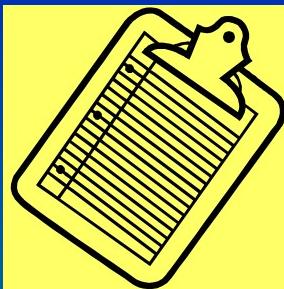
Opening Exercise

Please complete this
before we begin. Thank
you.

09/05/16
Copyright © 2003 by ALTER, Inc. and MindRise, In
c.



Purpose



- Look at Lessons Learned in Concise Form
- Add New Rules
- Make Up Your Own Guide

Sarah Ward

President, ALTER, Inc.



Godfrey Parkin

President, MindRise,



Bumps & Bruises to Show...



- First Internet Manual in 1993
- FBI Academy, Library of Congress, U.S. Army, Ford Motor Company, Virginia Department of Social Services, Berlitz, and FDIC
- Distance Learning to E-Learning

More Bumps and Bruises



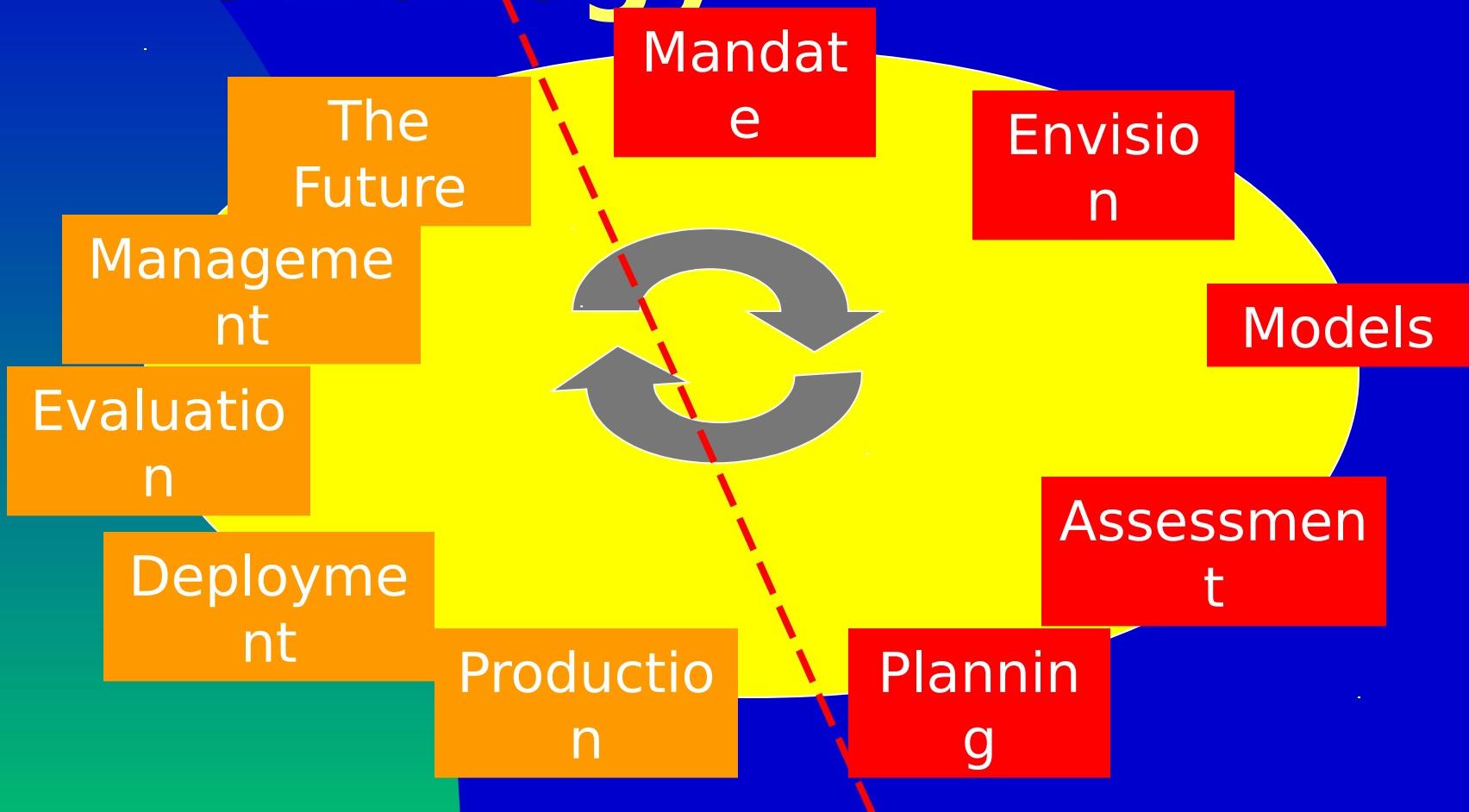
- First PLATO course written in 1984
- A.C. Nielsen, Credit Suisse, Georgia Tech, Honda America, Coast Guard, IBM, Boeing, Ernst & Young, Cisco Systems
- Classroom Training to E-Learning+

Before We Go Further...



How Do You Define
Distance Learning ?

Sample Development Strategy



What Rules Do You Know?



HINT:

- What Do You Hate About Distance Learning?
- What Do You Love About Distance Learning?

Rule No. 1

- The Learning Should Lead the Technology

(and not the other way around!)

1 2 3 4 5 6 7 8 9 10

Rule No. 2

- Don't Confound the Learning with Learning the Technology

“47 Steps to Starting Your Distance Learning”



Rule No. 3



- Not All Classroom Instructors will Make Great Distance Learning Instructors
(nor will they want to)

Rule No. 4

- Distance Learning
Can and
Should Be
Highly
Interactive



Page
Turning



Talking
Heads

Rule No. 5

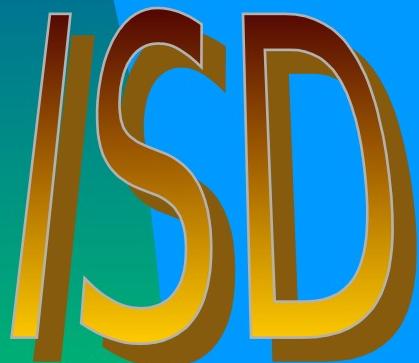


Rule No. 6

Build Your Team from
the Absolute Beginning

IT

Architecture

ISD

SMEs

Rule No. 7

- Start Small and Learn as You Go

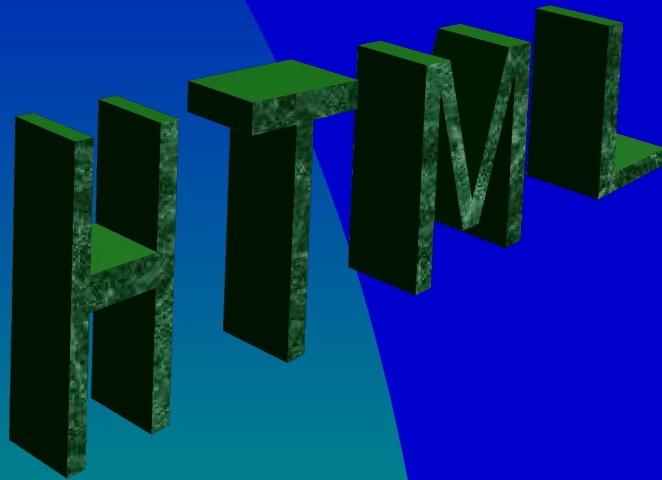


Rule No. 8



- Learners Should be **Accountable** for Their Learning;
- Instructors Should be **Accountable** for Their Instruction

Rule No. 9



- Simple is Still
 - ◆ Better
 - ◆ Cheaper
 - ◆ More Easily Changed
 - ◆ Portable
 - ◆ Scalable
 - ◆ Robust

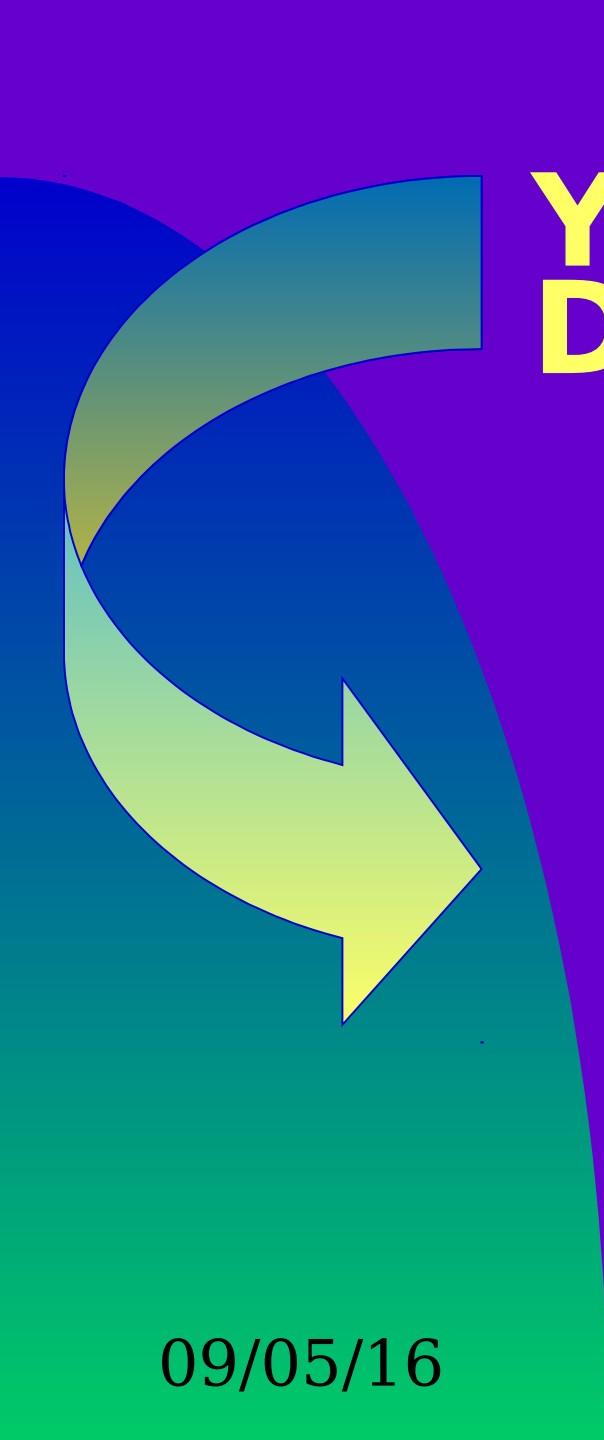
Rule No. 10

- Don't Stop Idealizing How Learning Should Take Place



What Rules Would You Add?

- What's Worked?
- What Hasn't Worked?



Your 10 Rules for DL

- Look at what you wrote at the beginning of the session
- Are there any new rules you might consider using?

